(b) what are the salient features of the scheme and whether any central assistance has been provided for its implementation and if so, the amount spent so far by the State Government; and

(c) whether Government propose to examine its feasibility and economic viability for its introduction in other States?

THE MINISTER OF STATE IN THE DEPARTMENT OF RURAL DEVELOPEMNT IN THE MINISTRY OF AGRICULTURE (SHRI JANARDHAN POOJARI): (a) and (b) Yes, Sir. The programme of Economic Rehabilitation of Rural Poor (ERRP) is a state sector plan scheme of Orissa. It aims at assisting the indigent, economically weakest and destitute families in rural areas through a system of almost 100% subsidy. The thrust of the programme is on land based, tank fisheries and mulberry plantation projects etc. where the returns are quicker. Since the programme is in the State plan, no central assistance is being made available for the same.

(c) As this is a State Plan Scheme, it is for the State Governments to consider and take appropriate decision.

Change of Western bias in TV advertisements

403. SHRI RAOOF VALIULLAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are considering to change the Western bias in TV advertisements and make it more Indian in contents and style as announced by the Minister;

(b) whether a new code is likely to be formulated for the purpose, if so, the details thereof;

(c) whether Government also propose to look into the aspect of restrictive trade practices and advertisements violating these; and

(d) whether Government are aware that some advertisements are misleading and misrepresenting in their contents, if so, whether Government propose to discontinue these ads from being telecast?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BRODCASTING (SHRI H. K. L. BHAGAT): (a) The advertising agencies are being continuously advised to make advertisements Indian in content and style.

(b) The present Code is considered adequate for the purpose.

(c) and (d) No advertisement which violates the restrictive trade practice is allowed for telecast. An advertisement which is misleading or misrepresenting is also not accepted for telecast. But, if any information comes to the notice of Doordarshan that a particular advertisement is likely to provide misleading information to the consumer, such advertisement is immediately withdrawn or got modified.

Periodic review meeting of Prime Minister's 15-Point Programme

404. SHRI RAOOF VALIULLAH: Will the Minister of WELFARE be pleased to state:

(a) whether it is a fact that periodic review meetings of the Prime Minister's 15 Point Programme for the Welfare of minorities at the State level have not taken place in most of the States; if so, the details of the meetings at Chief Minister and Chief Secretary level in the last two years, State-wise;

(b) whether Government are monitoring the implementation of the 15 Point Programme through the information supplied by the State Government in the new format and what is the outcome; and